

Rec'd file
Hand copy
of T. Cannon's
EXPO '84. Pict.
→ 10/14/84

WHY USE MARKET RESEARCH?

INPUT



COMPUTERWORLD

August 31, 1981



INPUT



Everything is
changing

But
feel

- **Markets Are Changing Fast**
- **Objective**
- **Cost Effective**
- **Efficient**
- **Expert**
- **A Solid Second Opinion**

INPUT



MARKETS ARE CHANGING FAST

- **Changing Technologies Fuel Some, Derail Others**
 - **The Micro and Timesharing Services**
 - **Optical Memory and Magnetic Media**
 - **IBM PC AT and Multi-User Software Market**

INPUT



MARKETS ARE CHANGING FAST

- **User Needs Are Evolving**
 - **Telecommunications**
 - **Banking Services**
 - **FGLs**
 - **Videotex**

INPUT



MARKETS ARE CHANGING FAST

- **Competitive Environment in a State of Flux**
 - **Foreign Incursions**
 - **Recent Business Failures**
 - **Deregulation**

INPUT

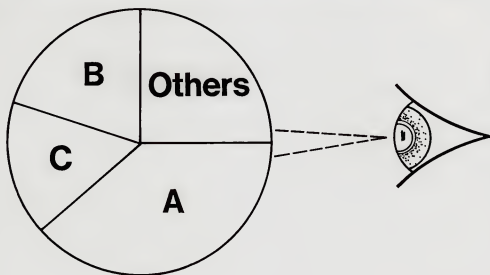
MARKETS ARE CHANGING FAST

- **User Needs Are Evolving**
 - **Voice**
 - **Artificial Intelligence**
 - **Systems Integration**

INPUT



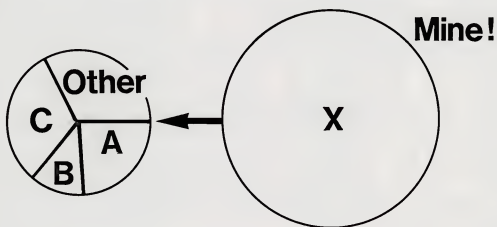
YOUR PERCEPTION OF MARKET



INPUT



X's PERCEPTION OF MARKET



INPUT



MARKET INFORMATION SOURCES

INTERNAL

- **Employees**
- **Senior Management, Board Members**
- **Information Resource Centers**

INPUT



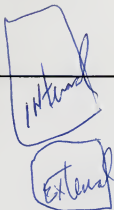
MARKET INFORMATION SOURCES

EXTERNAL

- **Newspapers, Magazines, Directories**
- **Product Brochures and Price Lists**
- **Specialized Financial Publications**
- **Trade Associations, Conferences**
- **Government Sources**
- **Research Firms**
- **"Friends" in the Industry**

INPUT





OBJECTIVE

- **Market Research Firms:**

- **No Stake in the Results Except Their Accuracy**
- **Jobs, Careers, Divisions and Organizations Do Not Impact the Actual Research**
- **Not Swayed by Office Politics**
- **Specific and Reliable Competitive Information**

INPUT



COST EFFECTIVE

- **Fixed Contract**
- **No Add-Ons**
- **Less than In-House**
- **Distribute Costs of Research over Large Base**
- **Greater Results in Less Time**
- **Pool of Expertise**

INPUT



EFFICIENT

- **Professional Interviewers and Analysts**
- **Sole Purpose – Effective Research**
- **Known and Trusted in Industry –
Track Record of Sound Research**
- **Organized to Get Reliable Information
Fast**
- **No Impact on In-House Workload**
- **Information Delivered in Usable Form**

INPUT



EXPERT

- **Bring Broad Perspective to Specific Questions**
- **Past Research into Present Expertise**
- **Analysis by Senior Experienced Consultants**

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EXPERT

- **Draw from a Multitude of Research Projects Covering Entire Market**
- **Hundreds of Person-Years of Executive-Level Experience**

INPUT



LEVEL OF EXPENDITURES FOR MARKET INFORMATION

- **Attitude Varies Significantly**

- **Skepticism**
- **Reluctance**
- **Mild Acceptance**
- **Enthusiasm**

INPUT



LEVEL OF EXPENDITURES FOR MARKET INFORMATION

- **Budget Considerations**
 - **Treat as Investment**
 - **Extension of Internal Staff**
 - **Additional Justification**

INPUT



INPUT ANALYZES

- **Vertical Markets**
- **Cross-Industry Markets**

INPUT



INPUT FOCUS

- **Market Forecasts - 5 Years**
- **User Requirements**
- **Vendor Market Share**
- **Vendor Strategies**
- **Competitive Environment**
- **Recommendations for Action**

INPUT



INPUT SPECIALTIES

- **Software**
 - **Systems**
 - **Applications**

INPUT



INPUT SPECIALTIES

- **Processing Services**
- **Professional Services**
- **Turnkey Systems**
- **Acquisitions and Mergers**

INPUT



**WE STUDY AND OFFER
SUBSCRIPTION PROGRAMS FOR :**

- **Vendors of Information Services**
- **Users of Information Systems**
- **Customer Service Management
(including Field Service and TPM)**
- **U.S. and European Markets**

INPUT



**YOU MAY BE IN A
“ONE MISTAKE” BUSINESS**

INPUT



**WE STUDY AND OFFER
SUBSCRIPTION PROGRAMS FOR :**

- **Competition**
 - In Depth
 - 4,500 Companies
 - U.S. and European
- **Acquisition Analysis**

INPUT

